

**Form 2: Application Budget Detail Sheet**

Note: When entering dollar amounts, round off to the nearest dollar. Submit details explaining the expenditures by category below.

<b>Explanation of Expenditure</b>	<b>Amount Requested</b>
Salary Expenses	
Equipment	
Marketing Expenses: Contract with WEHT Eyewitness News  The Region 11 Works Council will contract with WEHT Eyewitness News to design, produce, and deliver a comprehensive set of public awareness announcements on television and the web; 60 second vignettes will be developed about technical training and careers in demand in the future job market. WEHT is discounting the cost of this media campaign as a public service; the full value is \$175,000.	\$65,000
Other Costs:	
<b>TOTAL FUNDS REQUESTED</b>	\$65,000

## Grant Narrative

### Statement of Regional Need

#### *Employment sectors and pathways*

In its Evaluation of Career and Technical Education Opportunities dated November 1, 2013, the Region 11 Works Council found that the southwest Indiana labor market currently consists of a manufacturing base. The region's primary employment sectors now are:

- Manufacturing, with employment of 39,133;
- Healthcare and Social Assistance, with employment of 29,727;
- Government including Schools and Hospitals, with employment of 26,807;
- Retail Trade, with employment of 27,252; and
- Accommodation and Food Service with employment of 17,329.

To support economic growth, Region 11 has identified the follow industries as key to job growth/creation and requiring a highly skilled workforce:

- Advanced Manufacturing;
- Energy;
- Healthcare and Biomedical; and
- Transportation, Distribution, and Logistics.

#### *Gaps*

In its November 2013 Evaluation Report, the Region 11 Works Council concluded that its CTE pathways are fairly well aligned with industry needs, but the talent pipeline of future workers is thin and does not meet the demand. Numerous innovative CTE curricula/projects are available in the region, but enrollments and completions are low.

For example, recognizing the growth of manufacturing and the shortage of workers, Region 11 began a pilot partnership with Conexus Indiana in fall 2012 to offer more opportunities for students to follow a manufacturing career path. However, for several reasons, it was difficult to get students to enroll. The Works Council concluded in its Evaluation Report that "it is imperative that parents, teachers, and counselors be educated regarding opportunities associated with skilled trade careers including advanced manufacturing."

When asked what steps are needed to improve CTE opportunities, the Works Council suggested that "efforts need to be coordinated around the promotion of manufacturing and other technical areas."

Region 11's findings are consistent with those of other regions throughout Indiana. CECT's Executive Summary of Works Council Reports listed as one of its themes across all regions "Creating more awareness about CTE opportunities in our schools", including communicating the vision about the value of a CTE education to all stakeholders. Consequently the Region 11 Works Council proposes to feature its target industries and occupations (listed above) and associated training programs in the Tri-State Works awareness campaign proposed below.

## **Project Description, Performance Measures, Evaluation, Sustainability**

### *Overview of the proposed initiative*

In a new public awareness campaign titled “Tri-State Works” the Region 11 Works Council proposes to partner with WEHT Eyewitness News (local ABC TV) to develop and broadcast a series of 60 second vignettes, 15 second promos, and news stories over the next year, and to develop a new website where all vignettes, stories and other information about career and technical education will be prominently posted 24/7.

The proposed media initiatives will raise awareness about CTE careers, employers, and training opportunities in the region. The proposed initiatives will address **3 of the 4 categories of awareness** listed in the CECI Grant Application Guidelines:

**Perception** – Efforts that inform the perception of career and technical education courses and programs as rigorous, applicable to students/adults at all ability levels, and leading to high wage, high demand occupations.

**Promotion of Specific CTE Opportunities** – Strategies that increase understanding of Indiana’s college and career pathways and result in more students earning dual credits, industry certifications, technical certificates and the Core 40 Technical Honors Diploma.

**Business and Career Integration** – Strategies that focus on the recruitment of business and industry to showcase operations to students, parents, teachers, and/or guidance counselors.

Although the Region 11 Works Council does not propose grant funding explicitly for the fourth category of awareness -- **Career Counseling** -- it does anticipate raising school counselor and teacher understanding of the spectrum of postsecondary education and training options available to students and the associated wages and occupations available to graduates as part of its general efforts to raise public awareness.

The media campaign will raise awareness of CTE opportunities among students, parents, adults, teachers and guidance counselors throughout Region 11, consisting of nine counties in southwestern Indiana: Knox, Gibson, Pike, Dubois, Posey, Vanderburgh, Warrick, Spencer and Perry. The TV viewing area includes also neighboring communities in Kentucky and Illinois.

### *Primary goals/outcomes of the project*

The overall goal of the Tri-State Works campaign will be to “change the mindsets of parents, adults and students about technical careers and opportunities after high school”. Television, along with digital media, has proven effective in changing the attitudes of consumers. Partners will deliver a common themed message that technical training for the future job market is a viable choice for students’ and adults’ future. Partners hope to impact also enrollment in technical training programs and placement in targeted careers.

### *Partners and roles*

All Works Council members will be engaged in developing the media campaign. Employer members and education partners will be asked to feature tours of their facilities and programs for

television spots and interviews. Additional employers and educators in the region will be recruited as well. **Region 11 Works Council members include:**

- Sue Habig (Chair), Kimball Electronics Group
- Terry Babb, Apex Tool & Mfg., Inc.
- Darrell Bobe, North Knox School Corporation
- William Doty, Vectren Corp
- James Edwards, Edwards & Associates
- Mary Sellars, Ivy Tech Community College (fiscal agent for grant)
- Laurel Smith, Vincennes University
- Robert Stemple, SABIC
- Daniel Ulrich, Southern Indiana Career & Tech Center
- Matthew Weinzapfel, Jasper Engines & Transmissions
- Kara Yates, Southern Indiana Education Center

The Works Council plans to contract with WEHT TV to produce vignettes, air them, and develop a Tri State Works website where all media and other information will be posted.

WEHT reports that more households watch its Eyewitness News than any other local TV news in the tri-state (Region 11) area (Rentrak, November 2013). Eyewitness news is a major television and web platform including:

- WEHT – ABC Affiliate, daily newscasts at 5a, 6a, 4p, 5p, 6p, and 10p.
- WTVW – CW Affiliate, daily newscasts at 7a, 12p, 6:30p, and 9p.
- WTVW.2 – Bounce Affiliate, African American network catering programming to minority audiences.
- Tristatehomepage.com and TristateOnTheGo – News website and mobile platform with content 24/7.

The Eyewitness News Team has received almost 20 journalistic awards and honors in 2011 and 2012 including AP, Society of Professional Journalists, Courier and Press Readers Choice, Emmy Nominations, Indiana Broadcasters Association and a Murrow Award.

Regional leaders for the Tri-State Works awareness initiative will include:

- Region 11 Works Council (Chair) (Sue Habig)
- Ivy Tech Community College (grant fiscal agent) (Mary Sellars)
- WorkOne (Jim Heck)
- WEHT TV (Andrew Morris, Jeff Fisher)
- Southern Indiana Career & Technical Education Center (Dan Ulrich)
- Southern Indiana Education Center (Kara Yates)

*Timetable (May 2014 to June 30, 2015)*

[illegible]

Air vignettes on WEHT and WTVW TV 7x/week			X	X	X	X	X	X	X	X	X	X	X	X
Air vignettes on Bounce WTVW.2 TV 18x/week			X	X	X	X	X	X	X	X	X	X	X	X
Air 18 promos per week on WEHT and WTVW			X	X	X	X	X	X	X	X	X	X	X	X
Develop and maintain a Tri State Works website; post all vignettes/stories etc on web			X	X	X	X	X	X	X	X	X	X	X	X
Produce/air news feature stories or interviews 6x/year			X		X		X		X		X		X	
Track viewers, awareness, and impact		X	X	X	X	X	X	X	X	X	X	X	X	X
Submit status and financial reports at least quarterly		X			X			X			X			X

### *Deliverables*

WEHT and its affiliates will produce/air/deliver the following:

Each week, **7 60-second vignettes** will air on **WEHT and WTVW**. These Tri-State Works features will highlight and focus on area industries, schools and organizations dedicated to technical training. The vignettes will run on both WEHT and WTVW throughout the day to include targeted programming such as news, high school sports, and other programming targeting potential students, parents and adults. Partners will produce 3 or more new vignettes every three months.

Each week, **18 60-second vignettes** will air on **Bounce WTVW.2**. WTVW.2 is the Bounce affiliate for the Tri-State. The Bounce Network targets the African American population of the community. WTVW.2 and Bounce programs and airs original shows, sports, movies and more with the minority community – and potential tech students – as its focus.

Each week, **18 10 or 15-second promos** will air on both **WEHT and WTVW**. These will highlight all elements of Tri-State Works.

**Tri-State Works Web Page** – Partners will develop and maintain a web page on Tristatehomepage.com where all Tri-State Works content will be available 24/7. This content will include all video elements, including pre-roll ads for Work One and other partners. It will also have information and links to industry, schools, and government entities dedicated to career and technical training. Partners will work collectively to keep content fresh and robust.

**News feature stories six times per year** – Throughout the year, Eyewitness News will do a minimum of 6 news related features or interviews focusing on Tri-State Works topics. This may include interviews on lifestyles, feature reports, or interviews in depth with Brad Byrd.

### *Outcome Measures*

WEHT will track/count viewers for its 60 second vignettes, news stories/interviews, and website hits. Works Council members will track changes in enrollment in the CTE programs promoted

via Tri-State Works, and track employment in careers promoted via Tri State Works. The Council may also conduct attitude surveys to monitor changes in attitudes among students and adults about CTE and associated careers.

Partners anticipate achieving the following media awareness outcomes:

- The combination of vignettes, promos and news components will result in average monthly impressions across WEHT, WTVW and WTVW.2 of 745,000 or 85% market reach. (Projections based on adults 18+, using Rentrak Rating System.)
- Impressions from web components, pre-roll video and page views will results in average monthly website impressions of 500,000 (based on website traffic, campaign and placement).
- Yearly television impressions will average 8.95 million adults age 18+.

*Plans for Evaluation and Sustainability*

Region 11 Works Council will continue to track the impact of its media campaign on awareness of CTE opportunities, enrollment in CTE training programs, and employment in associated jobs. If it is demonstrated successful, local partners will raise funds to continue the media campaign beyond the life of the grant. Already, the local media partner WEHT TV is donating 63% of the cost of the media campaign as a public service and further contributions will be sought throughout the grant period and beyond. (The full value of the campaign is \$175,000 with grant funds supporting 37% or \$65,000.)